

Operational waste and packaging

Waste from direct operations

Waste from direct operations 2017 to 2022		2017	2018	2019	2020	2021	2022
Total waste generated	<i>tonnes</i>	160 124	154 969	152 468	143 652	137 489	126 000
Total waste recycled/ reused	<i>tonnes</i>	130 629	125 426	121 818	115 157	108 459	106 000
Waste recycling rate*	%	81.6%	80.9%	79.9%	80.2%	78.9%	84.3%
Total waste disposed	<i>tonnes</i>	29 495	29 543	30 650	28 495	29 029	19 690
Waste to energy	<i>tonnes</i>	12 766	14 380	16 103	15 095	15 673	11 740
Waste incinerated without energy recovery	<i>tonnes</i>	539	446	580	635	1 419	1 730
Waste to landfill	<i>tonnes</i>	16 189	14 704	13 954	12 732	11 931	6 220
Waste otherwise disposed	<i>tonnes</i>	1	13	13	33	6	0

* Percentage of total waste generated that is directed to recycling.

Wood and paper fiber – recycled and/or certified content

For our paper- and pulp-based product supply chain, we work with suppliers who can demonstrate that material is sourced sustainably. That means certification from the Forest Stewardship Council (FSC) or the Programme for the Endorsement of Forest Certification (PEFC). For 2022, this was the case for 100% of the paper and pulp volumes we purchased for primary product packaging and 94% for all paper and pulp volumes, including secondary packaging and paper used for our products and marketing materials¹. We aim to reach 100% for all paper and pulp volumes

¹ This relates to the proportion of volumes (in tonnes) of primary packaging (i.e., a material that is in direct contact with the final product) and fine papers and is achieved by ensuring these materials we use are certified sustainably sourced in consideration of deforestation. Certified sustainably sourced means that the material is sourced with specific certification related to chain of custody (e.g., by the Forest Stewardship Council (FSC) or by the Programme for the Endorsement of Forest Certification (PEFC)). We set this metric in 2021, so previous year's data is not available

by 2025. Certification must also be in place for any new paper or pulp suppliers we appoint. In 2022, we used 266 930 tonnes of wood and paper fiber packaging materials and 94% were sourced with certifications in place.

Metal packaging – recycled and/or certified content

In 2022, for metal packaging (e.g. aluminium and steel), we used 12,041 tonnes and 41.2% was derived from recycled sources.